

UNITED STATES PATENT AND TRADEMARK OFFICE CERTIFICATE OF CORRECTION

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INVENTOR(S) : William R. Matz and Scott R. Swix

It is certified that an error appears or errors appear in the above-identified patent and that said Letters Patent is hereby corrected as shown below:

At Column 6, lines 31 through 44 are corrected as follows:

The subscriber-action database may include a clickstream database. A clickstream database is common in Internet monitoring applications. Each time a web-browser user clicks on a link in a web page, a record of the click is stored in a conventional clickstream database. A database that includes similar information for television viewers is disclosed in a patent application filed on February 1, 2000 by Edward R. Grauch, et al., Serial No. 09/496,825, entitled "Method and System for Tracking Network Use", which is hereby incorporated by reference. In the database described, each action taken by a television subscriber 123, such as "channel up" and "channel down" are stored in a database with a date-time stamp to allow tracking of the television viewer's actions.

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